

## **BBC Helps JADI Secure Pre-Seed Funding**

JADI, Inc.'s expertise is the exploration, research and development of diverse technologies associated with unmanned robotic systems. The company builds strategic relationships with commercial companies, universities and government agencies that will enhance the commercialization of its patented technologies.

JADI's evolution from start-up to successful growing business was supported by Oakland University's business incubator program, OU INC. JADI's CEO Jerry Atkinson was introduced to Biotechnology Business Consultants by David Spencer, OU INC's executive director. "Funding was a critical component to JADI's commercialization plans," Atkinson explained. "We needed a trusted partner to advise us on our funding strategy and the Oakland University team connected us with BBC."

As an initial project, BBC helped JADI evaluate funding options and apply for funding through the Michigan Pre-Seed Capital Fund. The Michigan Pre-Seed Capital Fund, a collaborative funding effort of the state's 12 SmartZones, is an equity fund that's designed to help emerging companies.

BBC's Michael Kurek worked directly with Atkinson to prepare the company's management to secure funding from the state of Michigan as well as other potential sources. Kurek also prepared the company's application package for the Michigan Pre-Seed Capital Fund. "Michael knew exactly what the reviewers wanted to see in the application," Atkinson said. "The depth of experience and expertise Michael and the BBC team brought to JADI was invaluable in helping us secure this critical funding."

The \$250,000 that JADI received from the Michigan Pre-Seed Capital Fund will help it secure strategic business partners by building and testing prototypes of its products in several applications.